What is claimed is:

1. An adaptation apparatus for preparing and adapting data for delivery over a network, the adaptation apparatus is configured for performing the following steps:

receiving a request for a presentation page;

retrieving media content, presentation context, and detected delivery context, with the media content further comprising a metadata profile, the presentation context further comprising at least a metadata profile and the detected delivery context further comprising a metadata profile

comparing the metadata profile and determining result parameters; and

sending the presentation page based on the result parameters.

2. The adaptation apparatus of claim 1 wherein the media content further comprises an image.

3. The adaptation apparatus of claim 2 wherein the presentation context further comprises a style sheet.

4. The adaptation apparatus of claim 3 wherein the metadata profile for the media content comprises at least one maximum image area and at least one maximum crop area.

5. The adaptation apparatus of claim 3 wherein the metadata profile for the media content comprises at least one image border, at least one maximum image area, at least one optimum cropping area and at least one maximum crop area.

6. The adaptation apparatus of claim 5 wherein the metadata profile for the media content further comprises one or more priority values for the at least one image border, for the at least one maximum image area, for the at least one optimum cropping area, and for the at least one maximum crop area.

7. The adaptation apparatus of claim 3 wherein the metadata profile for the detected delivery context further comprises at least one of user parameters, device parameters, and network parameters.

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8. The adaptation apparatus of claim 3 wherein the metadata profile for the media content further comprises a minimum detail level.